

## ILCE-7S/PWRKIT

$\alpha$ 7S professional camera bundle with 35mm full-frame Exmor CMOS sensor E-Mount camera, 2 x rechargeable battery packs and charger, plus PrimeSupport



### Overview

Great value power kit bundle with a separate charger and 2 batteries included with the world's first full-frame sensor camera capable of full pixel read-out for 4K (QFHD: 3840 x 2160) HDMI video output and XAVC S Full HD recording at 50 Mbps.

Equally suitable for still photography and cost-conscious movie production, the ILCE-7S/PWRKIT professional camera bundle delivers dramatic artistic possibilities in the smallest body full-frame interchangeable-lens digital camera package. The bundle includes the  $\alpha$ 7S E-Mount camera, which features a specially developed full-frame 35mm Exmor CMOS image sensor. The camera has a powerful BIONZ X processing engine that reduces image noise while increasing effective sensitivity range. The camera can provide non-compressed image output at 4K (QFHD; 3840 x 2160 pixels) resolution with selectable 30p and 24p frame rates. In APS-C crop mode, the  $\alpha$ 7S supports high frame rate shooting at 120fps or 100fps with HD resolution (1280 x 720 pixels). There's a wealth of other specialist functions, such as timecode functions, Picture Profile™ for wide ranging visual expression and S-Log2 gamma, while an optional XLR adaptor microphone kit supports high-quality audio acquisition. The ILCE-7S/PWRKIT package also comes with 2 x NP-FW50 W-series rechargeable battery packs, BC-QM1 battery charger, plus a standard professional PrimeSupport package.

- **12.2 MP full-frame Exmor™ CMOS sensor camera with professional video functions and E-mount interchangeable lens system**

The  $\alpha$ 7S camera provides ultra-high sensitivity up to ISO 409600 for movies and includes 5x slow-motion, timecode functions, Picture Profile™, S-Log2 gamma and E-mount lens system.

- **Multiple recording formats including 4K and XAVC S Full HD**

Non-compressed image output at 4K (QFHD; 3840 x 2160 pixels) resolution with selectable 30p and 24p frame rates. Also XAVC S Full HD recording at 50Mbps. Plus Full HD 60p, 60i, 30p, 24p video output and Full-Frame and APS-C (Super 35mm equivalent) size.

- **2 x NP-FW50 W-series rechargeable battery packs and BC-QM1 battery charger**

Super long life STAMINA hybrid Lithium-ion batteries and quick and easy Handycam® battery charger.

- **PrimeSupport package**

2 years extended covered in addition to your standard warranty with telephone helpdesk support, notification of firmware and software updates, plus offers and more.

## Features

- **12.2 MP 35mm full frame sensor offers ultra-high sensitivity up to ISO 409600**

The  $\alpha$ 7S combines phenomenal sensitivity—ranging from ISO 50 to 409600 for still images and ISO 200 to 409600 for movies with supremely low noise, courtesy of Sony's new 12.2-megapixel 35mm full-frame Exmor CMOS image sensor and optimised high-speed BIONZ™ X image processing engine. Professional movie functions satisfy the highest demands of serious photographers and videographers, and it's all packed in the world's smallest 35mm full-frame interchangeable-lens camera body.

- **E-mount interchangeable lens system**

E-mount system compatible with a wide range of high quality lenses, including power zoom lens ideal for movie shooting.

- **2 x NP-FW50 W-series rechargeable battery packs and BC-QM1 battery charger**

Super long life STAMINA hybrid Lithium-ion batteries and quick and easy Handycam® battery charger.

- **Multiple recording formats**

The  $\alpha$ 7S records in a wide variety of formats convenient for photographers working at all professional levels. It is compatible with 4K 24p, 30p/Full HD 60p, 60i, 30p, 24p video output and Full-Frame & APS-C (Super 35mm equivalent) size.

- **Clean HDMI output for 4K movies**

resolution with selectable 30p and 24p frame rates. You can choose 4K or Full HD output from a menu. The 4K output capability allows recording of high-quality 4K images by a 4K-compatible recorder, as well as 4K output directly to a compatible monitor or TV.

- **Full-frame filmmaking**

Portable moviemaking reaches a new level of flexibility and attainability with the  $\alpha$ 7S's unique combination of 35mm full-frame sensor, audio production features, and flexible lens interchangeability. Now, the dramatic effect of beautiful bokeh, plus the artistic choice of creating a rich cinematic ambience is yours, thanks to the full frame, P/A/S/M mode, and advanced audio capabilities. The accelerated BIONZ™ X image-processing engine enables area-specific noise reduction and detail reproduction technology to be applied to movies, resulting in ultra-fine detail and exceptionally low noise. Features like Picture Effect, full HDMI output for an external monitor, and full 1080p AVCHD Progressive format plus XAVC S, and the choice of 60p/24p recording further expand the options.

- **XAVC S format**

The high-bit-rate XAVC S format enables Full HD image recording at 50 Mbps for extremely high-quality expression and minimal noise. It also employs the Long GOP (Group of Pictures) data compression method to realise efficient movie recording. Note: Sony recommends using an SDXC memory card higher than Class 10 when shooting movies in the XAVC S format.

- **S-Log2 gamma setting**

This proprietary Sony gamma setting creates a 1,300% wider dynamic range for smooth expression of gradation with reduced whiteout and blackout. Through grading in post production, you can make the most of the low-noise image and super-rich detail to achieve various types of image expression.

- **120fps shooting at HD resolution**

When shooting movies in the APS-C (Super 35mm equivalent) crop mode, the  $\alpha$ 7S supports high-frame-rate 120fps shooting at HD resolution (1280 x 720 pixels). This remarkable capability broadens image expression options since a movie shot at this frame rate can be played back at 24p to create stunning 5x slow-motion

effects.

- **Time code / User bit**

As with commercial video equipment, this function provides a “Record Run” setting that only advances the time code while recording, a “Free Run” setting that advances the time code whether recording or not, a drop frame method and a non-drop frame method. The  $\alpha$ 7S can also output a superimposed time code when the clean HDMI output setting is in use. Note: This function is only available when recording in the AVCHD and XAVC S formats.

- **Picture Profile**

You can fine-tune the look of movies before shooting by adjusting gradation (black level, gamma and black gamma), adjustment (mode, intensity, tone and depth), basic (gamma and mode) and more. Adjusted parameters can be saved along with other settings as a profile, and up to seven profiles can be stored for later recall.

- **Enhanced Fast Hybrid Autofocus**

Numerous features contribute to the  $\alpha$ 7S's autofocus capabilities: the new lightning-fast BIONZ™ X, high-speed full-frame image sensor output, and a newly developed Spatial Object Detection AF algorithm that conducts focusing analysis in real-time using spatial frequency information to optimally control the lens drive.

- **Anti-dust system and coating**

To keep your photos blemish free, an anti-dust mechanism vibrates ultrasonically whenever you switch off the camera to remove any particles adhering to the image sensor. An anti-static coating also helps prevent dust and other particles from adhering to the sensor when changing lenses.

- **XGA OLED Tru-Finder**

This viewfinder features high 1024x768 resolution, OLED improvements and the same 3-lens optical system used in the flagship Alpha 99 despite the compact body. The viewfinder displays the effects of your camera settings, so you can accurately monitor the results. You'll enjoy rich tonal gradations and three times the contrast of the Alpha 99. High-end features like 100% frame coverage, wide viewing angle, information display modes, peaking function, and focus magnifier are also provided.

- **Audio recording & monitoring**

During movie recording and playback, you can monitor the sound using headphones connected to the  $\alpha$ 7S via the headphone jack, check levels with the display controls.

- **Tiltable LCD screen**

7.5 cm, 1.2 million dot LCD offers high resolution and flexible composition options

- **Substantial, ergonomic grip**

The  $\alpha$ 7S is 25% less bulky than leading DSLRs, but still features a full-size grip for all-day shooting comfort.

- **Magnesium alloy body**

Thanks to this outstandingly light and strong metal, the  $\alpha$ 7S weighs 489 grams with battery—less than half the weight of leading DSLRs—but has the durability for years of performance.

- **Dust and moisture resistance**

Durability-enhancing measures include sealing around the buttons and dials, as well as a protective double-layered structure that tightly interlocks panels and components.

- **Controls, customisation and navigation**

Despite compact dimensions, the  $\alpha$ 7S features front and rear dials for intuitive setting of exposure, a control wheel for setting ISO, and an exposure compensation dial. Quick Navi Pro displays all major shooting options on the LCD screen so you can rapidly confirm settings and make adjustments as desired without searching through dedicated menus. Button customisation empowers you to shoot just the way you like, with frequently used functions assigned to the customisable buttons of your choice. You can easily assign various functions to any of 9 buttons; and selected key functions can be assigned to the Fn button for quick access.

## Accessories

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#### SMAD-P3

Multi Interface Shoe (MI Shoe) adaptor for cable-free connection

### Lenses and Lens Adaptors



#### LA-EA4

35mm full-frame A-mount adaptor



#### SAL135F18Z

ZEISS Sonnar T\* 135mm F1.8 ZA zoom lens



#### SAL1635Z

ZEISS Vario-Sonnar T\* 16-35mm F2.8 ZA SSM zoom lens



#### SAL2470Z

ZEISS Vario-Sonnar T\* 24-70mm F2.8 ZA SSM zoom lens



#### SAL24F20Z

ZEISS Distagon T\* 24mm F2 ZA SSM Prime lens



#### SEL2470Z

ZEISS Vario-Tessar T\* FE 24-70mm F4 ZA OSS zoom lens



#### SEL24F18Z

ZEISS Sonnar T\* E 24mm F1.8 ZA Prime lens



#### SEL2870

35mm full frame E-mount zoom lens FE 28-70mm F3.5-5.6 OSS



#### SEL35F28Z

ZEISS Sonnar T\* FE 35mm F2.8 ZA wide-angle Prime lens



#### SEL55F18Z

ZEISS 35mm full frame E-mount standard prime lens Sonnar T\* FE 55mm F1.8 ZA



#### SEL70200G

35mm full frame E-mount telephoto zoom lens FE 70-200mm F4 G OSS



#### SELP1650

APS-C E-mount powered zoom lens 16-50mm F3.5-5.6 OSS

**SAL2875**

35mm full frame zoom lens  
28-75mm F2.8 SAM

**SAL35F14G**

G Series 35mm F1.4 G prime  
lens

**SAL50F14Z**

ZEISS Planar T\* 50mm F1.4 ZA  
SSM Prime lens

**SAL70400G2**

70-400mm F4-5.6 G SSM II  
super telephoto zoom lens

**SAL85F14Z**

ZEISS Planar T\* 85mm F1.4 ZA  
lens

**SELP18105G**

APS-C E-mount powered  
zoom lens 18-105mm F4 G  
OSS

**SELP18200**

APS-C E-mount powered  
zoom lens 18-200mm F3.5-6.3  
OSS

**SELP28135G**

35mm full frame powered E-  
Mount zoom lens 28-135mm  
F4.0 OSS